



“With SAP Business One, we have access to real-time data which is leading to improved control in the company. It is also helping us to strengthen our relationships with our customers. We look forward to maintaining organization, consistency and excellence and thereby match global quality standards,”

J.R.J ayanth,
Managing Director, SGJ Motors Private Limited.

Company

Name : SGJ Motors Private Limited
Head Office : Madurai, Tamil Nadu
Line of Business : Automobile sales & service dealer
Employees : 500
Revenue : INR 50 crores
Website:www.sgjgroup.com
Implementation Partner : SAP Channel Partner

Challenges & Opportunities

Integration availability of real-time data
Reduce costs with better management of operational processes

Objectives

Implement an integrated technology solution to streamline and harmonize all business processes
Achieve better control
Improve customer satisfaction
Eliminate manual financial malfunctions

Why SAP solution

Well-known brand
Met company's requirements
Features and functions of the solution
Cost –effective solution
Assured support in the future

SAP® Solutions & Services

SAP® Business One application

Implementation Highlights

Time-frame: 5 months
Implementation: Challenging
Support from senior management
First such implementation in an Automobile sales & service dealer company

Benefits

An integrated solution
Availability of real-time data
Improved internal and external communication
Improved inventory management
Faster decision-making
Enhanced control over business operations
Improved customer service

Existing Environment

In house developed FoxPro based system
Database: SQL Server 2005
Hardware: IBM
Operating System: Microsoft Windows 2003

SGJ MOTORS PRIVATE LIMITED

SAP Business One drives growth at SGJ Motors Private Limited

Background

SGJ Motors Private Limited, established in 1940, is a flagship company of the SGJ Group. The company is involved in the sale and service of leading brands of vehicles like Mahindra & Mahindra, Swaraj, Hindustan Motors, Force Motors, Larsen & Toubro etc. The Group has a network of service stations across Tamil Nadu catering to various requirements of its customers. An ISO 9001:2000 company, SGJ Motors has won several awards for Customer Satisfaction.

While the company has been on the growth path, it felt the need to have clear visibility of its operations and gain complete control of its business. An immediate area of concern was Inventory Management. “There were so many spare parts lying around in idle investment, while the required spare parts were not in stock. Consequently, there was a lot of confusion,” says J.R.Jayanth, Managing Director, SGJ Motors Private Limited.

The company wanted to streamline processes, reduce costs and match global quality standards. SAP Business One was selected because it proved to be a cost-effective solution which can be deployed quickly. The other deciding factors were the features and functionality of the solution.



“It is easy to maintain and requires minimal IT support and user training. Further, most of our principal companies run SAP,” adds Jayanth.

Implementation

The implementation partner chosen for the project was Aldea Infotech Private Limited. There were around 4 -5 members from SGJ Motors and 5 members from Aldea Infotech involved in the implementation process.

The project went live in December 2007. The main factors which have contributed to a successful implementation are the support of the company’s top management and the commitment of the partner company to the project. “They handled the entire implementation in a professional manner,” says Jayanth. The modules implemented include Financials, Sales, Purchase, Inventory Management and Customer Relationship Management.

A new add-on module called Vehicle Service Management was developed to manage the company’s automobile service process, which includes workshop activities, allocating resources to jobs, estimating cost and calculating accurate delivery time. “A strong change management practice was put in place, which has helped in smooth transitioning,” says Soundar Rajan Sathappan, Chief Executive –Strategy, Aldea Infotech. Today, the users have accepted the implementation in a positive manner.

Benefits

While enhancing overall efficiency across the organization, SAP Business One ensures that information across the business is available to management, not just as raw data, but also detailed reports. Through these reports, management gains a clear view of revenues and costs, and the performance of the business. The system has brought anytime, anywhere access to data. Enhanced

visibility has enabled SGJ Motors to get a clear picture of its inventory. The increased ability to track and manage inventory gives a good platform for informed decision-making and reduces dependency on the employees to provide the data as and when required.

With SAP Business One in place, SGJ Motors has achieved a better control of its business which has helped the company to proactively focus on important deliverables and drive customer centric growth.

With SAP Business One, SGJ Motors has standardized many core activities across the company’s operations. It now enjoys full visibility into stock that can result in optimized inventory and improved replenishment planning. Deploying the solution has had positive effects on the workflow and decision-making process. Information on the availability of materials or stock can be communicated in real-time leading to better planning and improved control of stock in the company.

With improved stock control, the company can now forecast stock ordering as well as forecast when and which stock will expire. Monitoring has become easier with the ready availability of reports. SGJ Motors has complete and accurate knowledge of the stock at its warehouse and inventory control has greatly improved post implementation. SAP has enabled real-time management and the company can develop better business strategies in a timely and effective manner.

Earlier, when vehicles had to be serviced by the company, the exact delivery time and the cost estimate could not be determined in advance. Now, the Vehicle Service Management module takes care of all aspects of service management including spare parts

entry, the inspection of vehicles, the jobs to be done; as well as informing the customer the time of delivery of the vehicle and cost of the service (when the vehicle is not covered by warranty).

With SAP Business One, SGJ Motors can streamline vehicle service management and improve relationships with its customer. Customers are eligible for free service warranty when they purchase vehicles from SGJ Motors. SAP Business One enables the company to send alerts and inform its customers when they are entitled to periodically avail of free service for their vehicles. This way, the company can respond faster to its customers and serve them better.

With the immediate availability of real-time data and process-standardization, the company has become more flexible in its day-to-day operations because it is in a better position to troubleshoot and pinpoint errors easily as and when they occur. Through SAP Business One, the company has established a set of standard operating procedures which has resulted in better control and overview of its business operations.

“With SAP Business One, we have access to real-time data which is leading to improved control in the company. It has streamlined processes and optimized inventory, while reducing operational costs and increasing efficiency. It is also helping us to strengthen our relationships with our customers. We look forward to maintaining organization, consistency and excellence and thereby match global quality standards,”

says Jayanth.

Future Plans

SGJ Motors is satisfied with the implementation of SAP Business One and impressed with the advantages which the solution has brought into the company.

As most of SGJ Motors’ principals are automobile manufacturers using SAP solutions, the company has plans to turn to SAP for enabling electronic transactions with them in the future.

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